

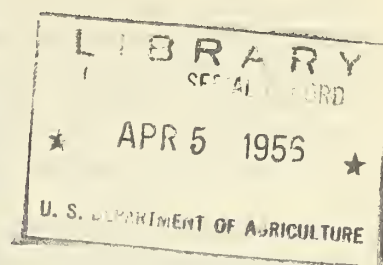
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Consumer Purchases of SELECTED FRUITS AND JUICES

BY REGIONS AND RETAIL OUTLETS
APRIL-JUNE 1955



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
WASHINGTON, D. C.

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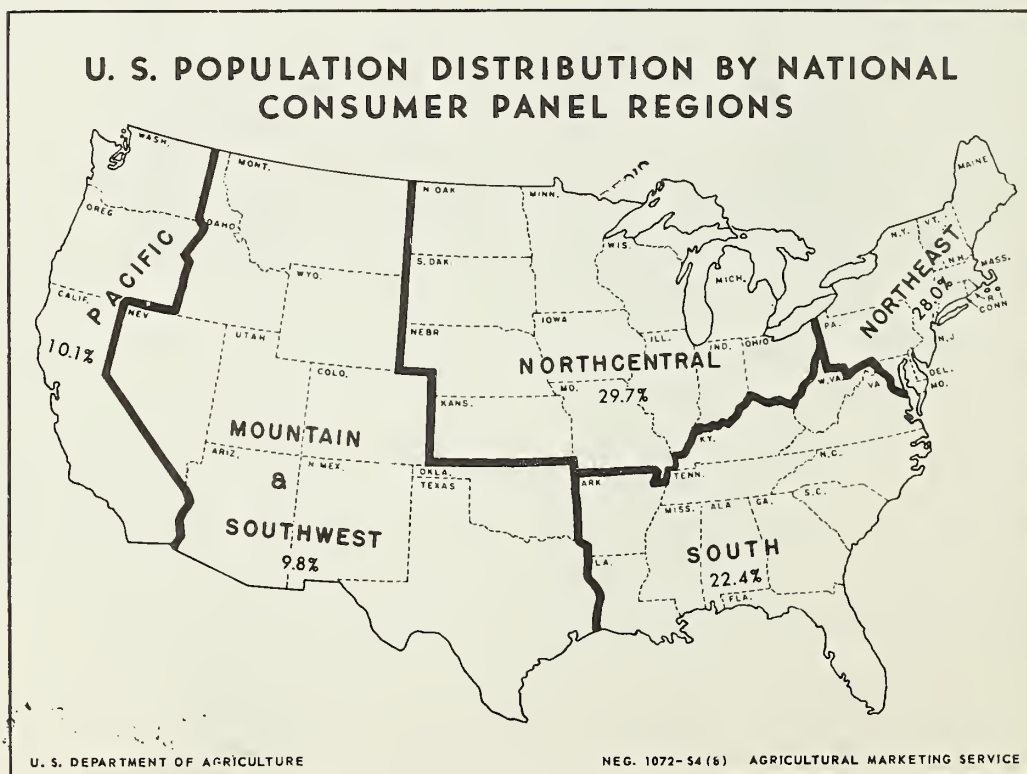
August 1955

FOREWORD

This series of quarterly reports summarizes data on purchases by householders of selected fresh citrus fruits, canned juices, frozen concentrated juices, and ades. These reports supplement the monthly series, "Consumer Purchases of Fruits and Juices," by providing information on household purchases of these products by geographic regions and by types of retail outlets.

This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data, which are provided by the Market Research Corporation of America under contract with the U. S. Department of Agriculture, represent estimates projected from a nationwide consumer panel of approximately 5,800 families. They show the general level of purchases of each product, trends in the range of purchases, retail prices, and other related factors of interest to those engaged in the marketing of the products.

The first of this series of reports covered October-December 1949. The series represents part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the Department of Agriculture are provided under authority of the Agricultural Marketing Act of 1946 (RMA, Title II).



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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES, BY REGIONS
AND RETAIL OUTLETS, APRIL-JUNE 1955

The data in this report represent estimated purchases of specified fruits and juices by household consumers only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets.

SUMMARY

United States householders bought more fresh oranges and orange products during April-June 1955 than a year ago. Larger purchases of frozen concentrated orange juice by householders in all geographic regions accounted for the major portion of the increase. Lower prices, compared to a year earlier, were reported paid for fresh oranges and canned single-strength orange juice, while prices paid for frozen concentrated orange juice were almost unchanged.

Householders purchased slightly more fresh grapefruit and substantially more canned single-strength grapefruit juice this quarter than a year earlier. Increased purchases for both products were reported in all regions except the North Central where fresh grapefruit purchases were smaller. Consumers reported paying higher prices for both grapefruit and grapefruit juice.

Purchases of fresh lemons and single-strength lemon juice by householders were smaller during April-June than in these months of 1954. Larger purchases of frozen concentrate for lemonade were reported. Prices paid for lemons and lemonade were lower than a year ago, but consumers reported paying slightly higher prices for lemon juice. Regional chain stores accounted for almost two-fifths of total frozen lemonade purchases during April-June 1955.

According to consumer panel reports, volume of purchases of canned pineapple juice for household use has increased each quarter since April-June 1954, while average prices have declined from 31.7 cents a 46-ounce can in April-June 1954 to 27.1 cents in the same quarter of 1955.

Tomato juice purchases were down moderately from a year ago. Prices reported paid have edged upward.

FROZEN JUICES AND ADES

United States householders reported buying more than 16 million gallons of frozen concentrated orange juice during April-June 1955, a gain of 13 percent over the April-June quarter of 1954. Volume of purchases increased in all regions, but the percentage gain was greatest in the Pacific area. During April-June, per capita purchases in the Pacific were about three-fifths as large as in the Northeast--the leading region in frozen orange juice purchases. Household purchases during April-June were equivalent to purchase by each person in the Nation of two 6-ounce cans of frozen orange juice (table 1).

Householders bought approximately three-fourths of their frozen orange juice from chain stores in April-June and about a fourth from independent stores, maintaining about the same relation among types of retail outlets as in the past 2 years. Prices paid by consumers for frozen orange juice during April-June averaged 15.3 cents a 6-ounce can, one cent higher than in the previous quarter but almost unchanged from April-June 1954 (table 2).

Frozen concentrated grape juice purchases by householders totaled slightly more than a million gallons during April-June 1955, a gain of about 25 percent over the previous quarter and about 7 percent over April-June last year. Families in the Northeast region increased their purchases substantially--up 28 percent from a year ago. Prices paid for frozen grape juice were slightly lower than a year earlier, averaging 20.5 cents for a 6-ounce can during the quarter.

During April-June more families reported buying frozen grape juice in the regional chain stores than in any other major type of outlet. Prices paid by consumers for frozen grape juice in April-June, however, averaged lower in the national chain store outlets.

Purchases of frozen concentrate for lemonade by householders during April-June 1955 increased 18 percent compared with the same quarter a year ago. Volume of purchases was up in all regions except the North Central. The largest increase occurred in the Northeast region. The average size of purchase--about 2-4/5 6-ounce cans per purchase--was slightly larger than a year ago. Prices paid for frozen lemonade were more than 2 cents lower than a year ago, averaging 14.2 cents a 6-ounce can. Prices paid for frozen lemonade in all regions averaged lower than those for frozen orange juice (table 3).

Regional chain stores accounted for about 39 percent of the total purchases of frozen lemonade; national chains accounted for about a third; and independent groceries a fourth. National chain stores registered the lowest average prices (table 4).

According to consumer panel reports, householders bought about a half million gallons of shelf-pack orangeade concentrate, down about a fifth from April-June 1954. Purchases in each geographic region were below those of a year ago. Independent grocery stores were the most important outlet in April-June and accounted for a greater portion of total sales than in this quarter a year ago. Prices reported during the quarter averaged slightly higher.

Householders bought almost 1-1/3 million cases (equivalent No. 2 cans) of canned single-strength orangeade during April-June 1955. This was about a tenth more than purchased in the corresponding quarter last year. Families in the Mountain-Southwestern region again bought more canned orangeade per capita than those in other regions. However, total purchases continued to be largest in the North Central region, amounting to about 500,000 cases. The South continued to rank second in total volume of purchases.

Prices reported for canned orangeade averaged 27 cents a 46-ounce can, compared with 31 cents a 46-ounce can of single-strength orange juice. The three major types of outlets shared almost equally in household purchases of this product (table 5).

CANNED JUICES

During April-June 1955, householders bought about 7 percent more canned single-strength juices than in the same quarter a year ago. This increase was accounted for mainly by substantially larger purchases of canned grapefruit juice, pineapple juice, and prune juice. Purchases of canned single-strength juice were up in geographic regions except the Pacific during April-June 1955 compared with the same period of 1954. Total purchases were almost evenly divided among the three major types of retail outlets.

Prices paid averaged lower than a year ago for pineapple, grape, and prune juice, about the same for orange juice, and higher for tomato, lemon, and orange-grapefruit blended juice.

Purchases of canned single-strength orange juice by householders in April-June 1955 were slightly above the corresponding quarter in 1954. Increased purchases in the Northeast, South, and Mountain-Southwest regions more than offset a decline in the North Central and Pacific regions (table 6).

Independent food stores accounted for 43 percent of total United States purchases, down 5 percentage points from a year ago. Prices reported paid averaged about 31 cents a 46-ounce can, almost unchanged from last year (table 7).

In the April-June 1955 quarter, household purchases of canned single-strength grapefruit juice in the United States were about a fifth larger than in the same quarter in 1954. This increase occurred largely in the Northeast region, where 28 percent of total United States purchases were made. However, volume of purchases in all regions increased somewhat from a year ago. The United States average price for the April-June quarter was slightly less than in the previous quarter, but was almost 2 cents a 46-ounce can higher than in April-June 1954 (table 9).

Purchases of canned single-strength orange-grapefruit blended juice for household use during the April-June 1955 quarter were practically unchanged from a year earlier.

Householders reported higher per capita purchases of blended juice in the Northeastern and Mountain-Southwest regions compared with a year earlier. Per capita purchases were about the same in the North Central region and somewhat lower in the South and Pacific regions (table 11).

For the April-June quarter, about 38 percent of blended juice purchases were made through national chain stores, 33 percent through regional chains, 27 percent through independent grocery stores, and the remainder through "all other" outlets. Average prices paid were slightly higher than in the same quarter a year ago (table 12).

About 7 percent less canned and bottled lemon juice was purchased by households during April-June 1955 than during the same period last year. Consumers reported paying less for lemon juice and buying larger quantities per purchase in the national chain stores than in the other outlets during April-June 1955.

Householders reported buying considerably more canned pineapple juice during April-June 1955 than a year ago. All regions reported increases in total and per capita purchases of pineapple juice, compared with April-June 1954. The United States average price for the quarter was almost 5 cents a 46-ounce can lower than a year earlier, with the largest reduction occurring in the North Central and Southern regions. By type of outlet, there was little change in the percent of total United States purchases accounted for by regional chain stores, 7 percentage points decrease for the independents, but 8 percentage points increase for national chains over a year ago.

Tomato juice purchases from April through June 1955 were about 14 percent below a year earlier. Total and per capita purchases were down in all geographic regions. Prices consumers reported paying were up. Among the three major retail outlets, purchases were divided almost evenly.

Prune juice purchases for household use were up more than a fifth from April-June 1954. Prices reported paid were down slightly. Larger purchases were reported in all regions.

FRESH CITRUS FRUIT

Householders' purchases of fresh oranges in the United States during the April-June 1955 quarter were up about 5 percent from the same quarter a year ago. Purchases of California-Arizona oranges were up about 13 percent, while purchases of Florida oranges showed little change.

Purchases of oranges by householders were larger during April-June than a year ago in all geographic regions except the South, where purchases were down slightly as a result of fewer purchases of California-Arizona oranges (table 15).

Prices reported paid for California-Arizona oranges averaged 46 cents a dozen during the quarter, about 2 cents less than a year earlier. Prices were almost 39 cents a dozen for Florida oranges, down about 1 cent (table 16).

Among the types of outlets, the chain stores accounted for more than three-fifths of the total purchases of Florida oranges. This was a slightly larger proportion than in April-June 1954. Although national and regional chain retail food stores accounted for larger shares of householders' purchases of California-Arizona oranges during April-June 1955 than a year earlier, independent food stores continued to lead in sales of these oranges. Volume of purchases made in independent stores was almost unchanged from April-June 1954 (table 17).

Household consumers bought only slightly more fresh grapefruit in April-June 1955 than in the same quarter a year earlier. Purchases decreased in the North Central region, where purchase volume generally is larger than in other areas. All other regions reported larger purchases (table 20). Prices paid during the quarter averaged 90 cents a dozen for all fresh grapefruit, about 8 cents higher than a year earlier (table 21). Compared with April-June last year, consumers increased their grapefruit purchases in independent and national chain stores but bought less in regional chain stores (table 22).

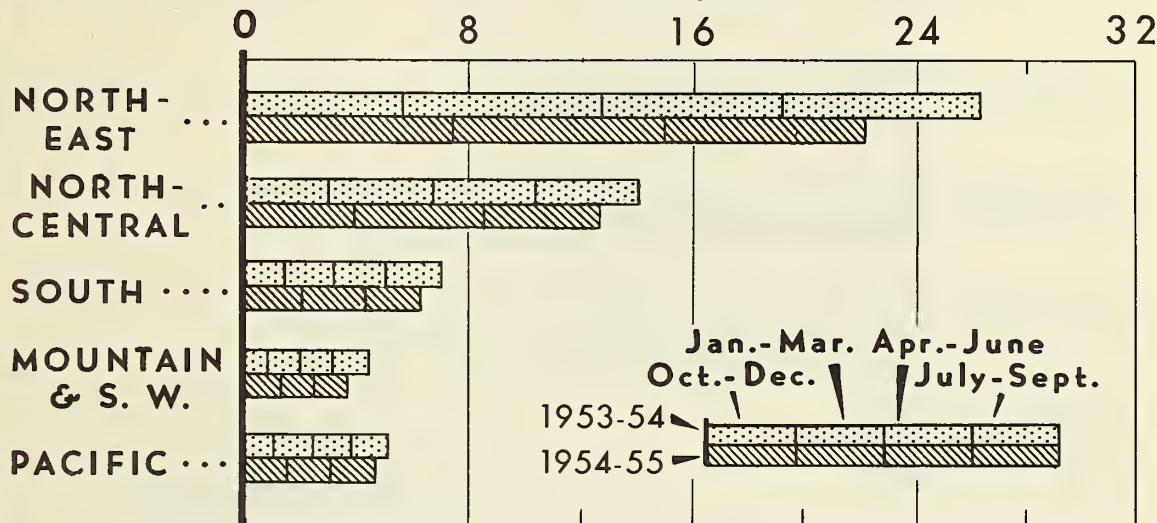
Somewhat fewer fresh lemons were bought by householders from April through June this year than in these months of 1954. Lower per capita purchases were reported in all regions except the Northeast, where purchases were unchanged (table 24). The

independent grocery stores accounted for about 42 percent of the total purchases of lemons, down slightly from a year ago. Prices paid by consumers averaged 41 cents a dozen during the quarter, down about 3 cents from a year earlier (table 25).

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases, by Regions

MIL. GALS.



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

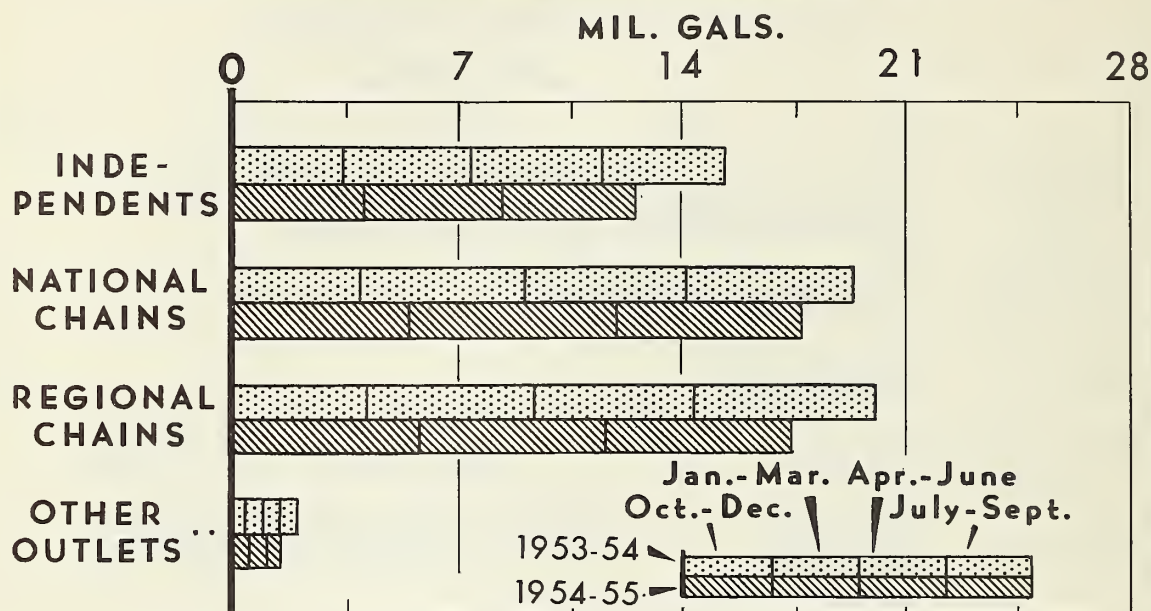
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Figure 1

Table 1.-- Frozen concentrated orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

Period	Consumer purchases						Average price per 6-ounce can					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Cents	Cents
1953-54												
October-December	11,718	5,672	2,941	1,369	740	996	18.5	18.5	18.6	17.3	18.8	18.5
January-March	15,263	7,042	3,878	1,751	1,150	1,442	14.7	14.7	14.4	14.4	15.6	14.9
April-June	14,412	6,500	3,665	1,777	1,120	1,350	15.0	15.3	14.9	14.6	15.5	14.6
July-September	15,548	7,115	3,735	2,052	1,386	1,260	16.7	16.5	17.1	16.4	17.0	16.6
Total	56,941	26,329	14,219	6,949	4,396	5,043						
1954-55												
October-December	15,974	7,483	3,857	1,991	1,238	1,405	15.9	15.4	16.4	15.5	16.7	16.0
January-March	17,115	7,401	4,660	2,194	1,222	1,638	14.5	14.2	14.4	14.0	15.6	15.2
April-June	16,328	7,241	4,168	2,048	1,278	1,593	15.3	15.0	15.6	14.8	15.7	15.7
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
1953-54												
October-December	16.9	17.3	16.6	16.6	16.4	17.2	76.1	129.6	64.1	40.2	48.1	67.5
January-March	20.0	20.0	20.2	20.0	19.0	20.5	98.9	160.7	84.6	50.8	74.7	97.7
April-June	19.0	18.8	19.3	18.7	18.1	20.2	92.8	147.3	79.1	51.4	72.3	90.9
July-September	17.7	17.7	17.2	18.7	18.0	17.4	97.7	163.6	82.6	54.2	82.5	79.9
1954-55												
October-December	19.1	19.3	18.0	20.2	19.1	19.1	99.7	171.0	84.0	52.3	74.0	89.1
January-March	20.3	20.3	20.5	21.2	19.5	19.6	106.7	170.1	102.1	56.2	74.8	103.0
April-June	19.4	19.7	18.8	20.5	19.6	18.9	101.1	164.3	90.0	52.7	77.9	100.0
July-September												

WHERE CONSUMERS BUY FROZEN CONCENTRATED ORANGE JUICE



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

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Figure 2

Table 2.-- Frozen concentrated orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

Period	Consumer purchases				Average price per 6-ounce can				Average size of purchase			
	Independ-	National	Regional	All	Independ-	National	Regional	All	Independ-	National	Regional	All
	dent	chains	chains	outlets	dent	chains	chains	outlets	dent	chains	chains	outlets
	groceries			1/	groceries			1/	groceries			1/
	1,000	1,000	1,000	1,000	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
	gallons	gallons	gallons	gallons								
1953-54												
October-December	3,440	3,832	4,046	11,718	20.2	17.7	18.0	18.5	15.8	17.7	17.0	16.9
January-March	4,001	5,349	5,355	15,263	16.7	13.6	14.4	14.7	17.5	21.5	20.0	20.0
April-June	3,906	5,010	5,002	14,412	16.8	14.4	14.5	15.0	17.7	19.6	19.1	19.0
July-September	4,139	5,244	5,669	15,548	18.3	15.7	16.1	16.7	15.9	18.8	18.2	17.7
Total	15,486	19,435	20,072	56,941								
1954-55												
October-December	4,107	5,517	5,791	15,974	17.7	14.9	15.3	15.9	16.9	20.5	19.5	19.1
January-March	4,231	6,533	5,891	17,115	16.3	13.3	14.2	14.5	17.5	22.8	20.2	20.3
April-June	4,202	5,777	5,859	16,328	16.8	14.4	14.9	15.3	17.3	21.0	19.5	19.4
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands,

National Consumer Panel of Market Research Corporation of America.

Table 3.-- Frozen concentrate for lemonade: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

Period	Consumer purchases						Average price per 6-ounce can					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Cents	Cents
1953-54												
October-December	559	161	119	62	87	130	17.6	17.7	18.5	18.6	18.1	15.9
January-March	397	109	99	1/	58	89	17.7	17.3	18.9	1/	19.1	15.4
April-June	2,584	835	1,005	243	241	260	16.4	16.5	16.5	17.1	17.2	14.1
July-September	3,763	1,189	1,161	359	429	625	15.6	16.1	16.2	16.5	16.4	13.4
Total	7,303	2,294	2,304	706	815	1,104						
1954-55												
October-December	568	131	142	47	83	165	15.7	16.6	16.4	16.4	17.2	14.0
January-March	493	132	116	1/	83	130	15.9	16.4	16.4	1/	16.7	14.8
April-June	3,038	1,142	993	294	266	343	14.2	14.7	14.0	14.3	14.9	13.2
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
1953-54												
October-December	12.9	12.4	12.4	11.2	14.9	13.8	3.6	3.7	2.6	1.8	5.7	9.0
January-March	12.5	11.3	13.1	1/	12.6	13.2	2.6	2.5	2.2	1/	3.7	6.0
April-June	14.8	13.6	16.0	14.8	13.5	16.3	16.6	18.9	21.7	7.0	15.6	17.5
July-September	15.9	14.4	16.3	14.4	15.7	18.1	23.6	27.3	25.7	9.5	25.5	39.6
1954-55												
October-December	14.8	12.5	16.1	14.3	15.2	15.2	3.5	3.0	3.1	1.2	5.0	10.5
January-March	14.1	12.7	14.6	1/	14.3	15.1	3.1	3.0	2.5	1/	5.1	8.2
April-June	16.9	16.3	17.8	15.9	15.6	17.9	18.8	25.9	21.5	7.6	16.2	21.5
July-September												
Total												

1/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

Table 4.-- Frozen concentrate for lemonade: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

Period	Consumer purchases				Average price per 6-ounce can				Average size of purchase			
	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1953-54												
October-December	157	133	206	559	19.8	17.0	16.7	17.6	12.0	12.6	13.0	12.9
January-March	142	90	137	397	19.7	17.3	15.9	17.7	12.5	11.8	12.3	12.5
April-June	695	831	999	2,584	18.3	15.6	15.9	16.4	13.1	15.6	15.4	14.8
July-September	1,092	1,234	1,365	3,763	17.1	15.0	14.8	15.6	14.2	16.8	16.7	15.9
Total	2,086	2,288	2,707	7,303								
1954-55												
October-December	170	194	170	568	16.9	15.1	14.9	15.7	12.7	15.5	15.7	14.8
January-March	150	177	141	493	17.5	15.2	15.0	15.9	13.9	14.2	13.2	14.1
April-June	763	1,015	1,172	3,038	15.5	13.5	13.7	14.2	15.5	17.2	17.2	16.9
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

National Consumer Panel of Market Research Corporation of America.

Table 5.-- Canned "single-strength" orangeade: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October-December 1953 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independ- dent groceries	National chains	Regional chains
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
1953-54									
October-December	966	158	283	326	119	3/	376	340	245
January-March	956	184	280	258	162	72	412	333	210
April-June	1,228	275	419	267	165	102	417	458	348
July-September	1,483	342	435	334	219	153	444	569	456
1954-55									
October-December	1,070	274	248	286	169	93	277	395	384
January-March	1,066	220	303	219	191	133	307	369	350
April-June	1,356	211	521	270	210	144	448	421	457
July-September									
Average price per 46-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1953-54									
October-December	28.2	27.8	28.7	27.6	29.6	3/	29.6	27.3	27.5
January-March	28.8	28.5	29.0	28.6	29.2	28.1	29.6	28.0	28.5
April-June	27.8	27.8	27.5	28.5	28.6	27.1	29.1	27.0	27.4
July-September	27.1	28.0	27.2	27.5	26.2	26.4	27.7	26.6	26.8
1954-55									
October-December	28.2	28.7	29.0	27.9	28.3	26.8	29.4	27.2	28.1
January-March	28.1	28.4	29.1	28.3	27.4	27.4	29.0	27.3	28.1
April-June	27.3	28.1	27.3	27.5	27.3	26.5	27.9	26.3	27.4
July-September									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1953-54									
October-December	62.6	62.1	66.0	58.2	61.7	3/	65.9	62.9	58.2
January-March	61.6	62.3	63.1	59.4	60.0	64.0	63.3	63.5	56.2
April-June	63.5	65.5	65.3	56.7	62.5	71.6	66.0	63.7	61.0
July-September	63.5	62.2	64.9	53.0	68.0	77.1	65.2	65.9	59.6
1954-55									
October-December	61.9	64.9	58.1	58.2	62.0	73.2	61.1	69.0	56.7
January-March	61.5	62.8	56.4	56.7	64.2	72.8	64.0	65.6	56.4
April-June	66.1	62.6	71.6	57.3	67.6	68.2	67.6	67.8	64.2
July-September									
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/			
1953-54									
October-December	6.2	3.6	6.1	9.6	7.7	3/			
January-March	6.2	4.3	6.1	7.5	10.5	4.8			
April-June	7.9	6.2	9.1	7.7	10.5	7.0			
July-September	9.3	7.9	9.6	8.8	13.0	9.7			
1954-55									
October-December	6.7	6.3	5.4	7.5	10.1	5.9			
January-March	6.6	5.1	6.6	5.6	11.7	8.4			
April-June	8.4	4.8	11.3	6.9	12.8	9.0			
July-September									

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessens and department stores, roadside markets and fruit stands are not shown.

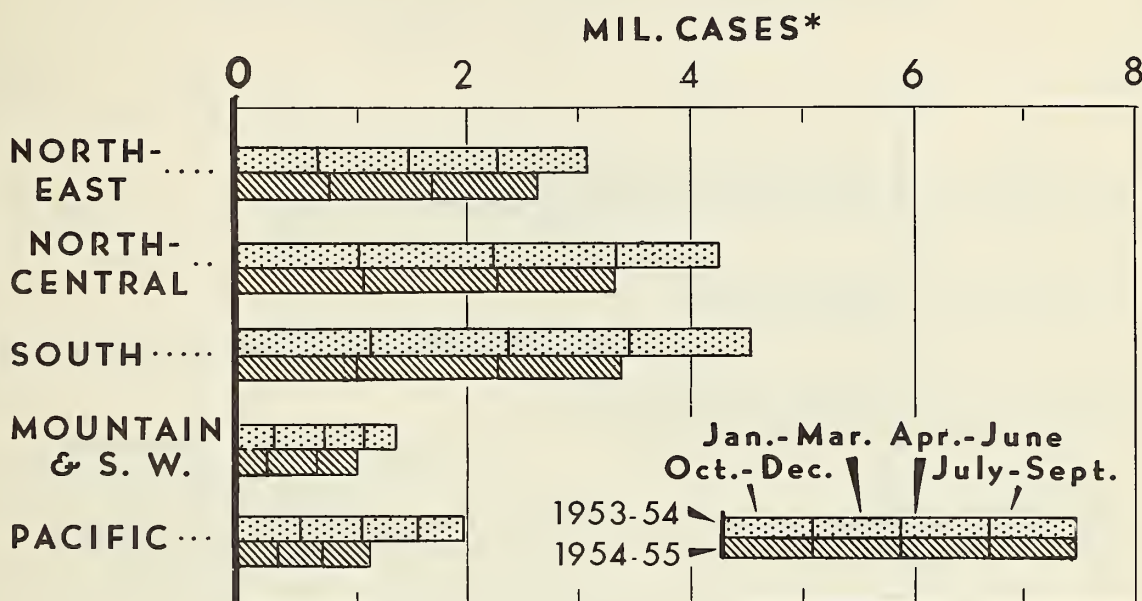
2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

3/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

CANNED ORANGE JUICE

Consumer Purchases, by Regions



* EQUIVALENT CASES OF 24 NO. 2 CANS

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1466-55 (8) AGRICULTURAL MARKETING SERVICE

Figure 3

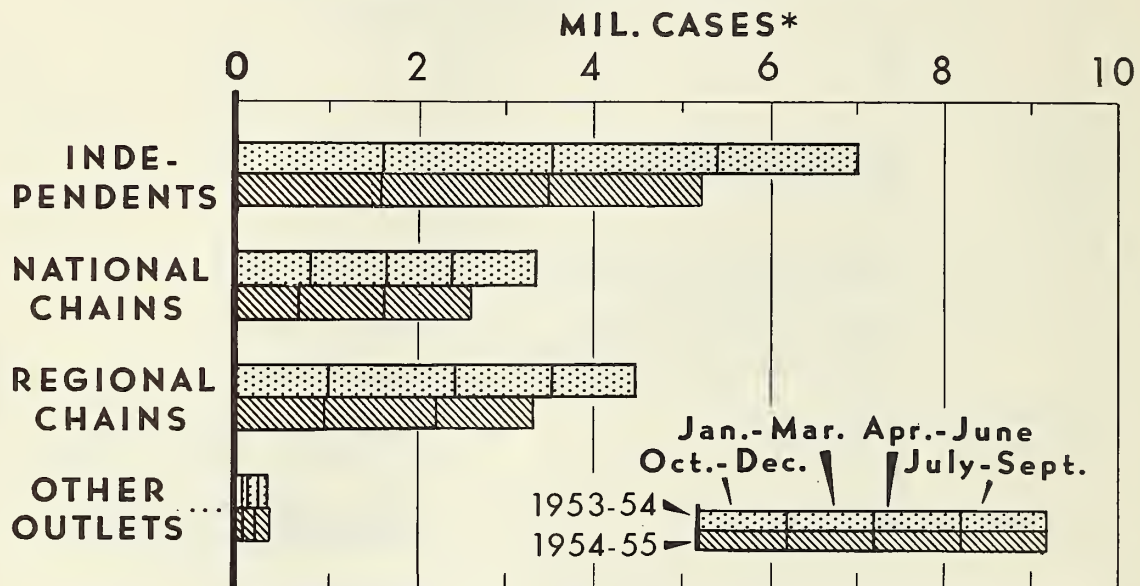
Table 6.-- Canned single-strength orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1953-54												
October-December	3,618	697	1,009	1,107	295	510	33.0	32.2	32.7	31.1	36.7	36.9
January-March	4,214	782	1,240	1,260	419	513	31.0	30.6	29.8	29.5	33.6	36.9
April-June	3,835	811	1,036	1,076	341	521	30.8	30.9	30.1	29.3	33.1	33.2
July-September	3,534	788	908	1,082	316	440	33.6	33.3	33.8	31.5	35.4	36.4
Total	15,201	3,078	4,243	4,525	1,371	1,984						
1954-55												
October-December	3,381	748	1,053	993	254	333	32.5	31.6	31.7	30.6	36.6	37.3
January-March	4,210	941	1,219	1,285	393	372	30.3	29.1	29.7	29.2	33.3	33.4
April-June	3,924	948	1,063	1,093	389	431	30.5	28.9	30.2	29.8	32.7	32.9
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1953-54												
October-December	55.0	57.7	58.2	52.4	58.9	47.0	23.5	15.9	22.0	32.5	19.3	34.6
January-March	59.6	58.1	65.7	54.0	66.0	57.9	27.3	17.9	27.0	36.5	27.3	34.7
April-June	57.4	59.4	63.2	52.5	58.0	52.2	24.7	18.4	23.4	31.1	22.0	35.0
July-September	53.8	55.9	54.6	53.8	49.4	54.1	22.2	18.1	20.1	28.6	18.8	27.9
1954-55												
October-December	56.0	56.7	62.4	54.3	51.8	51.1	21.1	17.1	23.0	26.1	15.2	21.1
January-March	59.4	59.9	65.6	58.4	55.2	54.1	26.3	21.6	26.7	33.0	24.0	23.4
April-June	58.8	58.9	62.1	56.7	58.3	58.2	24.3	21.5	23.0	28.1	23.7	27.1
July-September												
Total												

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

WHERE CONSUMERS BUY CANNED ORANGE JUICE



*EQUIVALENT CASES OF 24 NO. 2 CANS.

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1467-55 (8) AGRICULTURAL MARKETING SERVICE

Figure 4

Table 7.-- Canned single-strength orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

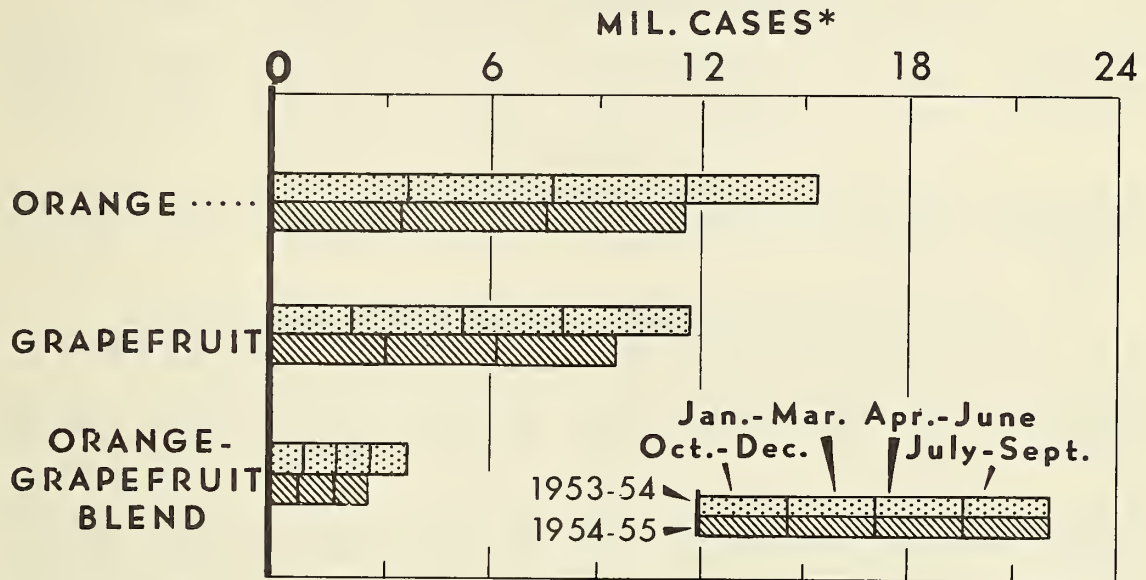
Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Independ-	National	Regional	All	Independ-	National	Regional	All	Independ-	National	Regional	All
	dent	chains	chains	retail	dent	chains	chains	retail	dent	chains	chains	retail
	groceries:	chains	chains	outlets:	groceries:	chains	chains	outlets:	groceries:	chains	chains	outlets:
	1,000	1,000	1,000	1,000	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
	cases 2/	cases 2/	cases 2/	cases 2/								
1953-54												
October-December	1,640	824	1,099	3,618	34.9	30.8	32.1	33.0	54.2	55.9	55.9	55.0
January-March	1,940	845	1,306	4,214	33.1	28.6	29.4	31.0	57.4	62.6	59.2	59.6
April-June	1,845	808	1,098	3,835	32.9	28.0	29.6	30.8	54.9	62.0	57.7	57.4
July-September	1,603	831	1,018	3,534	35.3	31.6	32.6	33.6	50.6	57.9	56.8	53.8
Total	7,028	3,308	4,521	15,201								
1954-55												
October-December	1,577	735	971	3,381	34.4	29.8	31.4	32.5	53.1	61.1	57.8	56.0
January-March	1,943	870	1,255	4,210	32.1	27.0	28.8	30.3	57.5	62.1	61.9	59.4
April-June	1,691	998	1,090	3,924	32.6	27.5	29.3	30.5	55.3	64.4	59.4	58.8
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National consumer Panel of Market Research Corporation of America.

CONSUMER PURCHASES OF CANNED CITRUS JUICES



*EQUIVALENT CASES OF 24 NO. 2 CANS

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1468-55 (8) AGRICULTURAL MARKETING SERVICE

Figure 5

Table 8.-- Canned citrus juices: Consumer purchases by quarters,
October-December 1953 to date

Period	Orange		Grapefruit		Orange-grapefruit blend	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/
October-December	3,381	3,618	3,060	2,323	824	914
January-March	4,210	4,214	3,097	2,983	971	938
April-June	3,924	3,835	3,436	2,813	984	973
July-September		3,534		3,591		887
Total		15,201		11,710		3,712

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

Table 9.-- Canned single-strength grapefruit juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1953-54												
October-December	2,323	607	533	493	278	412	27.2	26.3	27.1	26.0	28.0	29.3
January-March	2,983	706	813	653	328	483	24.7	24.3	23.5	23.8	26.7	26.8
April-June	2,813	689	728	648	347	401	23.1	23.0	23.1	21.5	24.0	24.8
July-September	3,591	979	1,019	717	371	505	24.1	23.2	23.4	23.1	26.0	26.0
Total	11,710	2,981	3,093	2,511	1,324	1,801						
1954-55												
October-December	3,060	790	791	656	356	457	24.2	23.5	23.2	23.5	25.6	25.9
January-March	3,097	863	764	620	367	483	25.0	24.7	24.9	24.3	25.4	25.9
April-June	3,436	959	916	697	421	443	24.7	23.4	24.0	23.3	26.4	26.9
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1953-54												
October-December	61.1	63.9	59.3	57.4	69.1	59.4	15.1	13.8	11.5	14.5	18.1	27.9
January-March	65.9	62.6	74.2	58.2	60.8	73.2	19.4	16.1	17.8	19.0	21.3	32.7
April-June	66.0	63.9	71.7	62.5	66.4	65.0	18.1	15.7	15.7	18.7	22.4	27.0
July-September	65.1	66.1	71.8	61.8	59.4	65.0	22.6	22.5	22.5	18.9	22.1	32.0
1954-55												
October-December	62.4	62.3	68.0	60.3	58.4	62.1	19.1	18.0	17.2	17.3	21.3	29.6
January-March	62.6	60.3	66.5	64.6	59.6	62.1	19.3	19.8	16.7	15.9	22.5	30.4
April-June	66.5	64.1	73.1	67.1	65.9	62.1	21.3	21.8	19.8	18.0	25.6	27.8
July-September												

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

Table 10.-- Canned single-strength grapefruit juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1953-54												
October-December	774	745	761	2,323	29.5	25.4	26.8	27.2	56.4	64.4	63.4	61.1
January-March	1,011	1,005	899	2,983	27.3	22.9	23.6	24.7	59.3	74.7	65.3	65.9
April-June	938	931	902	2,813	25.9	21.5	22.0	23.1	59.3	74.4	65.6	66.0
July-September	1,247	1,165	1,135	3,591	26.5	21.9	23.4	24.1	61.2	71.3	65.5	65.1
Total	3,970	3,846	3,697	11,710								
1954-55												
October-December	1,046	1,042	932	3,060	26.6	21.8	23.7	24.2	56.4	69.1	65.3	62.4
January-March	1,110	1,021	904	3,097	27.2	22.9	24.3	25.0	57.4	67.6	64.2	62.6
April-June	1,223	1,284	880	3,436	27.3	22.4	23.9	24.7	61.1	71.9	68.2	66.5
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

Table 11.-- Canned single-strength orange-grapefruit blended juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1953-54												
October-December	914	363	265	102	2/	132	30.8	29.3	31.2	28.6	2/	35.2
January-March	938	372	299	98	2/	125	27.8	25.7	27.4	27.7	2/	32.0
April-June	973	358	326	147	2/	103	27.4	26.2	27.6	26.0	2/	31.1
July-September	887	363	227	128	41	128	30.0	28.4	30.8	26.8	32.5	33.6
Total	3,712	1,456	1,117	475	176	488						
1954-55												
October-December	824	371	234	84	2/	96	29.7	27.5	30.1	27.5	2/	34.1
January-March	971	423	272	110	53	113	27.8	25.9	28.4	26.6	31.3	30.4
April-June	984	372	321	141	57	93	28.0	26.1	28.0	26.1	32.3	31.8
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1953-54												
October-December	51.4	51.3	55.1	54.9	2/	40.9	6.0	8.3	5.8	3.0	2/	8.9
January-March	57.9	59.4	61.7	55.3	2/	49.5	6.1	8.4	6.5	2.8	2/	8.5
April-June	58.3	52.6	61.4	69.9	2/	51.6	6.2	8.1	7.0	4.2	2/	6.9
July-September	51.8	50.6	50.5	67.7	45.4	48.1	5.6	8.3	5.0	3.4	2.4	8.1
1954-55												
October-December	52.1	56.8	49.9	55.2	2/	45.5	5.1	8.5	5.1	2.2	2/	6.1
January-March	59.5	59.3	61.3	69.8	61.4	50.2	6.1	9.7	6.0	2.8	3.2	7.1
April-June	59.2	57.3	67.3	64.7	56.2	48.5	6.1	8.4	6.9	3.6	3.5	5.8
July-September												

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

Table 12.-- Canned single-strength orange-grapefruit blended juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1953-54												
October-December	304	305	286	914	33.7	29.3	29.6	30.8	47.3	56.0	52.5	51.4
January-March	291	325	305	938	30.8	26.5	26.6	27.8	54.4	58.6	60.9	57.9
April-June	304	355	306	973	30.5	25.1	26.9	27.4	52.3	67.8	56.0	58.3
July-September	296	263	318	887	32.8	27.3	28.8	30.0	49.8	58.1	49.5	51.8
Total	1,195	1,248	1,215	3,712								
1954-55												
October-December	252	235	332	824	32.7	26.4	28.9	29.7	48.4	55.8	54.3	52.1
January-March	289	316	349	971	31.6	24.7	26.5	27.8	56.0	60.2	61.2	59.5
April-June	264	378	323	984	31.9	24.7	27.2	28.0	54.0	62.6	59.8	59.2
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

National Consumer Panel of Market Research Corporation of America.

Table 13.- Canned single-strength juices: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States by regions and type of retail outlets, April-June 1955

Item	Consumer purchases								
	United States	Region					Retail outlet 1/		
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
Orange	3,924	948	1,063	1,093	389	431	1,691	998	1,090
Grapefruit	3,436	959	916	697	421	443	1,223	1,284	880
Orange-grapefruit blend	984	372	321	141	57	93	264	378	323
Lemon	220	84	81	21	13	21	63	74	79
Grape	695	233	152	123	97	90	189	270	216
Pineapple	4,589	1,919	824	757	465	624	1,269	1,597	1,664
Prune	1,795	895	382	237	150	131	611	508	646
Tomato	5,607	1,979	1,439	805	569	815	1,878	1,665	1,962
Total 3/	23,843	8,624	5,826	4,099	2,359	2,935	7,925	7,536	7,912
Average price per can 4/									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Orange	30.5	28.9	30.2	29.8	32.7	32.9	32.6	27.5	29.3
Grapefruit	24.7	23.4	24.0	23.3	26.4	26.9	27.3	22.4	23.9
Orange-grapefruit blend	28.0	26.1	28.0	26.1	32.3	31.8	31.9	24.7	27.2
Lemon	13.3	12.6	12.8	14.4	19.9	11.4	14.4	12.0	12.9
Grape	34.0	32.6	34.8	33.9	35.7	34.0	38.7	30.5	33.9
Pineapple	27.1	26.4	29.1	28.0	28.4	24.9	29.3	25.5	26.5
Prune	32.3	30.3	34.2	33.7	35.7	31.8	33.8	30.5	32.1
Tomato	26.6	27.5	27.0	28.0	26.8	24.2	27.9	25.1	26.3
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Orange	58.8	58.9	62.1	56.7	58.3	58.2	55.3	64.4	59.4
Grapefruit	66.5	64.1	73.1	67.1	65.9	62.1	61.1	71.9	68.2
Orange-grapefruit blend	59.2	57.3	67.3	64.7	56.2	48.5	54.0	62.6	59.8
Lemon	14.7	14.4	17.0	13.2	10.9	15.6	13.6	15.4	15.3
Grape	28.6	24.8	28.3	28.1	33.3	31.1	25.8	32.1	26.5
Pineapple	57.6	56.5	57.0	53.9	59.7	61.8	53.9	62.1	57.6
Prune	38.2	38.3	38.4	36.5	40.9	37.2	38.3	36.8	39.4
Tomato	54.1	48.5	58.5	48.9	52.5	63.5	52.4	55.7	54.7
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/			
Orange	24.3	21.5	23.0	28.1	23.7	27.1			
Grapefruit	21.3	21.8	19.8	18.0	25.6	27.8			
Orange-grapefruit blend	6.1	8.4	6.9	3.6	3.5	5.8			
Lemon	1.4	1.9	1.7	.5	.8	1.3			
Grape	4.3	5.3	3.3	3.2	5.9	5.6			
Pineapple	28.4	43.6	17.8	19.5	28.3	39.2			
Prune	11.1	20.3	8.3	6.1	9.2	8.2			
Tomato	34.7	44.9	31.1	20.7	34.7	51.2			

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

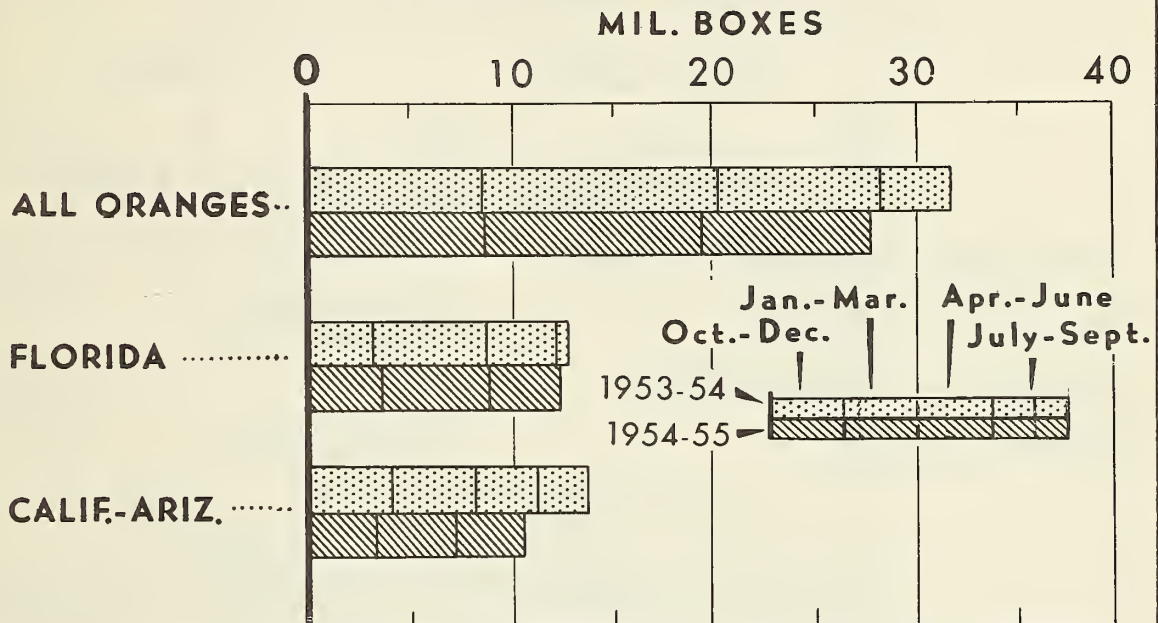
2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

3/ Includes purchases of other miscellaneous canned single-strength juice.

4/ 46-ounce can, except lemon juice, 5-1/2-ounce can; prune juice, 32-ounce bottle; and grape juice, 24-ounce bottle.

National Consumer Panel of Market Research Corporation of America.

CONSUMER PURCHASES OF ORANGES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1469-55 (8) AGRICULTURAL MARKETING SERVICE

Figure 6

Table 14.-- Oranges: Consumer purchases, by quarters, October-December 1953 to date

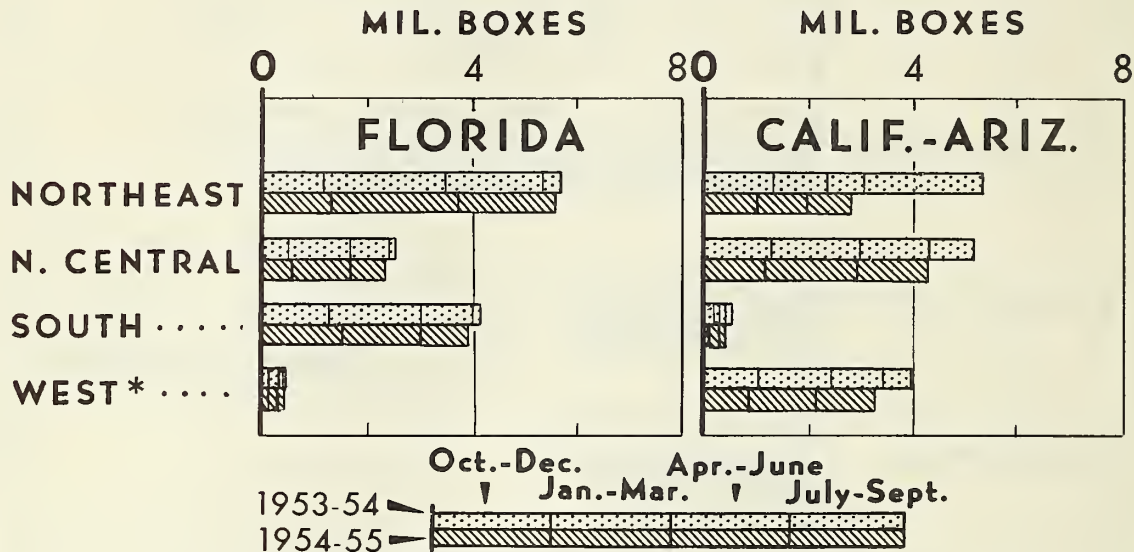
Period	All oranges ^{1/}	Florida	California- Arizona	Unidentified
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
1953-54				
October-December	8,552	3,141	3,999	1,193
January-March	11,819	5,538	4,129	1,891
April-June	7,844	3,541	3,039	1,172
July-September	3,544	497	2,509	485
Total	31,759	12,717	13,676	4,741
1954-55				
October-December	8,612	3,660	3,271	1,321
January-March	10,931	5,044	3,935	1,650
April-June	8,215	3,561	3,430	1,156
July-September				
Total				

^{1/} Includes small quantities of oranges from other States which are not included as unidentified.

National Consumer Panel of Market Research Corporation of America.

FLORIDA AND CALIFORNIA-ARIZONA ORANGES

Consumer Purchases, by Regions



*INCLUDES MOUNTAIN-SOUTHWEST AND PACIFIC REGIONS

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1470-55 (8) AGRICULTURAL MARKETING SERVICE

Figure 7

Table 15.-- Oranges: Consumer purchases, United States and regions, by quarters, October-December 1953 to date

State of origin and period	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Florida												
October-December	3,660	3,141	1,386	1,156	695	570	1,502	1,316	63	83	1/	1/
January-March	5,044	5,538	2,317	2,361	1,022	1,185	1,514	1,811	186	155	1/	1/
April-June	3,561	3,541	1,897	1,850	628	665	881	876	138	110	17	40
July-September		497		295		71		122		1/		1/
Total		12,717		5,662		2,491		4,125		357		82
California-Arizona												
October-December	3,271	3,999	1,019	1,356	1,219	1,394	164	145	306	338	563	766
January-March	3,935	4,129	891	963	1,604	1,652	128	142	345	388	967	984
April-June	3,430	3,039	872	779	1,419	1,228	77	91	324	261	738	680
July-September		2,509		992		848		120		211		338
Total		13,676		4,090		5,122		498		1,198		2,768
All oranges 2/												
October-December	8,612	8,552	2,758	2,807	2,311	2,225	2,168	1,998	679	643	696	879
January-March	10,931	11,819	3,711	3,998	3,144	3,290	2,050	2,550	849	826	1,177	1,155
April-June	8,215	7,844	3,111	3,070	2,379	2,181	1,213	1,229	585	526	927	838
July-September		3,544		1,470		1,045		314		306		409
Total		31,759		11,345		8,741		6,091		2,301		3,281

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

Table 16.-- Oranges: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

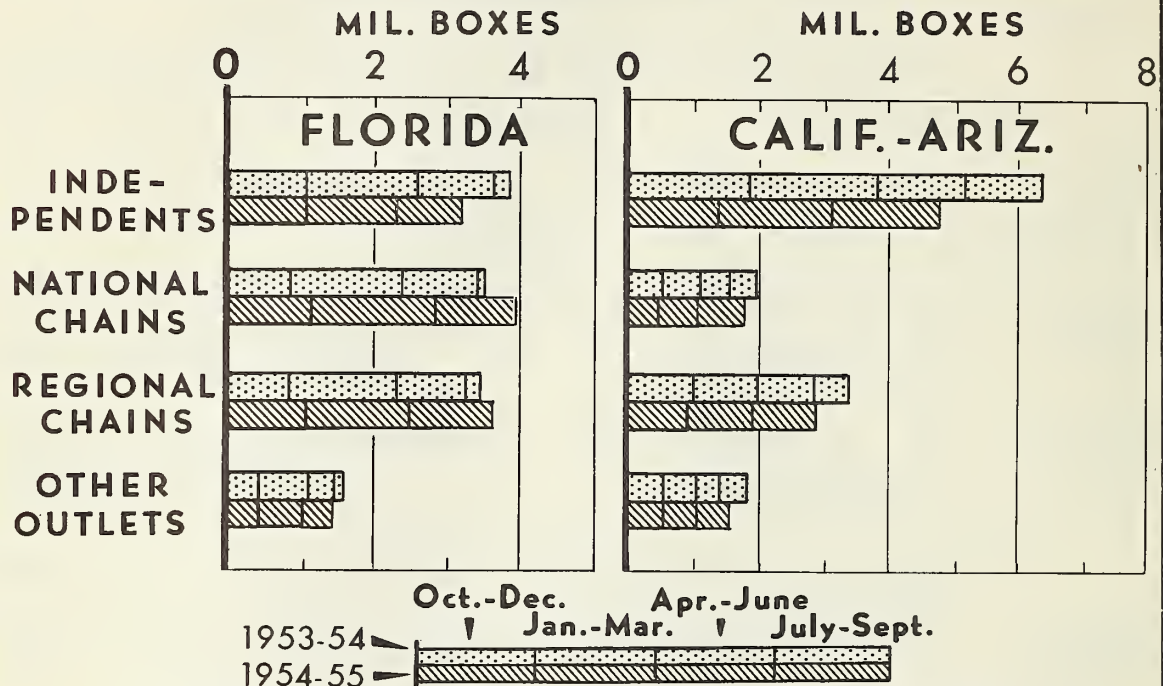
State of origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1954-55 ¹	1953-54 ²	1954-55 ¹	1953-54 ²	1954-55 ¹	1953-54 ²	1954-55 ¹	1953-54 ²	1954-55 ¹	1953-54 ²	1954-55 ¹	1953-54 ²
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida												
October-December	28.7	33.1	33.5	38.1	31.7	34.5	24.7	28.5	33.9	34.4	1/	1/
January-March	33.3	34.3	38.4	38.8	36.1	36.3	26.9	27.6	33.4	37.8	1/	1/
April-June	38.6	40.0	41.9	43.5	40.5	40.9	31.4	31.8	42.9	43.3	53.9	53.7
July-September		51.2		56.9		53.6		41.9		1/		1/
California-Arizona												
October-December	47.6	38.5	54.9	44.5	48.6	40.6	37.0	37.2	49.3	42.4	41.5	28.4
January-March	43.6	42.7	56.1	55.2	46.5	45.8	37.4	40.7	44.5	45.8	35.3	31.4
April-June	46.3	48.4	58.8	62.2	47.8	50.9	43.8	46.4	47.8	50.8	37.1	35.9
July-September		54.0		60.0		52.9		56.1		61.7		42.8
All oranges ^{2/}												
October-December	36.9	36.2	41.6	41.4	41.2	38.8	26.9	30.3	40.2	39.3	40.8	29.1
January-March	38.1	38.2	43.6	43.8	42.2	41.8	28.6	29.4	38.6	41.2	35.1	31.8
April-June	42.8	44.0	47.7	49.0	45.4	47.5	33.4	33.9	45.9	45.2	37.9	36.5
July-September		52.7		58.4		52.5		48.7		58.0		42.0
Average size of purchase												
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida												
October-December	16.8	14.9	14.1	13.2	15.4	14.4	20.0	17.0	14.4	12.0	1/	1/
January-March	14.6	14.1	12.8	12.6	14.0	14.9	17.1	16.1	15.0	11.8	1/	1/
April-June	13.5	12.5	12.6	12.1	13.5	12.5	15.3	14.0	12.9	11.1	11.3	8.7
July-September		11.0		11.2		11.0		10.8		1/		1/
California-Arizona												
October-December	11.8	13.4	10.6	12.1	11.2	12.4	14.9	11.6	12.3	12.9	13.3	17.8
January-March	12.7	12.5	9.7	9.8	12.1	11.4	13.2	11.9	12.4	12.1	15.5	17.4
April-June	12.4	11.8	9.7	9.2	12.1	10.8	12.0	11.1	12.6	12.1	15.2	16.6
July-September		10.9		10.7		10.5		9.9		10.2		12.7
All oranges ^{2/}												
October-December	14.0	13.8	12.3	12.4	12.7	12.9	18.1	15.6	13.2	12.9	13.4	17.4
January-March	13.3	13.1	11.6	11.4	12.7	12.6	15.6	14.9	13.2	12.4	15.2	17.0
April-June	12.6	12.0	11.3	11.0	12.4	11.3	13.8	12.8	12.0	12.1	14.8	16.2
July-September		10.9		10.7		10.5		10.0		10.1		13.1
Purchases per 1,000 capita												
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida												
October-December	22.8	20.4	31.7	26.4	15.1	12.4	39.4	38.7	3.8	5.4	1/	1/
January-March	31.5	35.9	53.3	53.8	22.4	25.9	38.8	52.6	11.3	9.9	1/	1/
April-June	22.0	22.8	43.1	41.9	13.6	14.3	22.7	25.4	8.4	7.2	1.1	2.6
July-September		3.1		6.8		1.6		3.2		1/		1/
California-Arizona												
October-December	20.4	26.0	23.3	31.0	26.5	30.3	4.3	4.3	18.3	21.9	35.7	51.9
January-March	24.5	26.7	20.5	21.9	35.2	36.0	3.3	4.1	21.1	25.1	60.8	66.5
April-June	21.2	19.6	19.8	17.6	30.7	26.5	2.0	2.6	19.7	16.8	46.3	45.8
July-September		15.8		22.8		18.8		3.2		12.6		21.5
All oranges ^{2/}												
October-December	53.6	55.5	63.0	64.1	50.2	48.4	56.9	58.7	40.6	41.8	44.2	59.4
January-March	68.2	76.6	85.4	91.2	68.9	71.8	52.6	74.1	51.9	53.6	74.0	78.1
April-June	50.8	50.5	70.7	69.7	51.4	47.1	31.3	35.6	35.6	34.0	58.2	56.4
July-September		22.2		33.8		23.2		8.4		18.3		26.0

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

WHERE CONSUMERS BUY ORANGES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1471-55 (8) AGRICULTURAL MARKETING SERVICE

Figure 8

Table 17.-- Oranges: Consumer purchases by type of retail outlet, by quarters, October-December 1953 to date

State of origin and period	Independent groceries		National chains		Regional chains		All retail outlets ^{1/}	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida								
October-December	1,047	1,031	1,176	865	1,026	829	3,660	3,141
January-March	1,284	1,650	1,669	1,610	1,479	1,514	5,044	5,538
April-June	885	1,050	1,106	1,080	1,136	1,007	3,561	3,541
July-September		174		72		153		497
Total		3,905		3,627		3,503		12,717
California-Arizona								
October-December	1,455	1,881	455	559	841	1,043	3,271	3,999
January-March	1,671	1,972	671	597	1,071	1,044	3,935	4,129
April-June	1,475	1,445	553	408	914	759	3,430	3,039
July-September		1,127		360		640		2,509
Total		6,425		1,924		3,486		13,676
All oranges ^{2/}								
October-December	3,169	3,483	1,960	1,708	2,281	2,237	8,612	8,552
January-March	3,757	4,508	2,713	2,630	3,052	3,120	10,931	11,819
April-June	2,867	3,009	1,875	1,723	2,377	2,095	8,215	7,844
July-September		1,546		507		921		3,544
Total		12,546		6,568		8,373		31,759

^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{2/} Includes Texas oranges and oranges not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

Table 18.-- Oranges: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

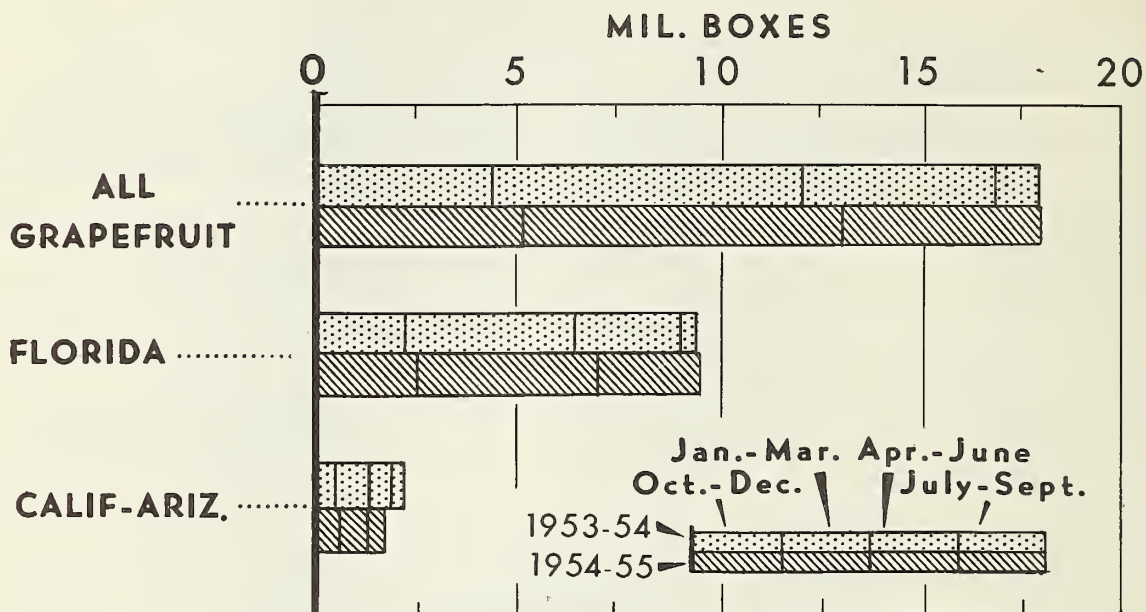
State of origin and period	Average price per dozen							
	Independent groceries		National chains		Regional chains		All retail outlets ^{1/}	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida								
October-December	30.4	34.8	27.7	32.7	28.8	32.1	28.7	33.1
January-March	33.9	36.3	32.2	33.4	34.6	35.0	33.3	34.3
April-June	38.4	42.1	37.8	38.3	40.5	41.5	38.6	40.0
July-September		55.1		53.4		54.7		51.2
California-Arizona								
October-December	49.9	41.4	49.5	39.4	48.1	36.3	47.6	38.5
January-March	47.9	45.7	46.2	44.3	43.1	42.0	43.6	42.7
April-June	49.8	50.0	47.8	53.6	45.8	49.9	46.3	48.4
July-September		54.1		62.3		54.8		54.0
All oranges ^{2/}								
October-December	40.2	39.0	34.1	35.7	36.5	34.8	36.9	36.2
January-March	41.0	41.0	37.4	37.3	38.5	38.6	38.1	38.2
April-June	45.4	46.4	42.4	43.8	43.1	45.5	42.8	44.0
July-September		53.1		59.6		53.8		52.7
	Average size of purchase							
	Units	Units	Units	Units	Units	Units	Units	Units
	Units	Units	Units	Units	Units	Units	Units	Units
	Units	Units	Units	Units	Units	Units	Units	Units
Florida								
October-December	16.2	13.8	17.0	14.6	15.7	14.5	16.8	14.9
January-March	13.5	12.7	15.1	14.2	13.7	13.1	14.6	14.1
April-June	12.6	11.3	13.9	13.0	12.8	12.3	13.5	12.5
July-September		9.4		10.0		11.1		11.0
California-Arizona								
October-December	11.3	12.6	10.8	12.3	11.1	13.4	11.8	13.4
January-March	11.6	11.7	11.7	11.5	12.3	12.0	12.7	12.5
April-June	11.6	11.1	11.7	10.8	12.3	11.1	12.4	11.8
July-September		10.7		9.4		11.1		10.9
All oranges ^{2/}								
October-December	12.9	12.8	14.3	13.3	13.3	13.6	14.0	13.8
January-March	12.2	11.9	13.4	12.9	12.8	12.3	13.3	13.1
April-June	11.9	11.1	12.5	12.0	12.5	11.5	12.6	12.0
July-September		10.5		9.5		11.0		10.9

^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{2/} Includes Texas oranges and oranges not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

CONSUMER PURCHASES OF GRAPEFRUIT



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1472-55 (8) AGRICULTURAL MARKETING SERVICE

Figure 9

Table 19.-- Grapefruit: Consumer purchases, by quarters, October-December 1953 to date

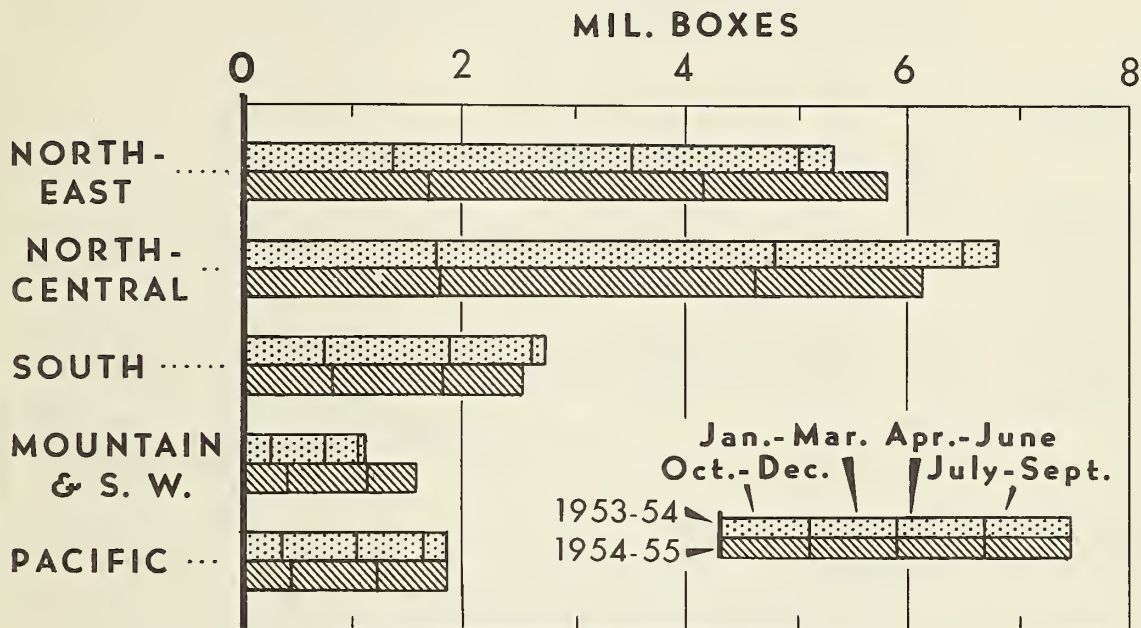
Period	All grapefruit ^{1/}	Florida	California- Arizona	Unidentified
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
1953-54				
October-December	4,331	2,284	436	1,361
January-March	7,696	4,312	822	2,038
April-June	4,831	2,609	667	1,373
July-September	1,075	316	367	372
Total	17,933	9,521	2,292	5,144
1954-55				
October-December	5,121	2,654	502	1,406
January-March	7,874	4,130	699	2,109
April-June	4,955	2,808	495	1,433
July-September				
Total				

^{1/} Includes small quantities of fresh grapefruit from other States which are not included as unidentified.

National Consumer Panel of Market Research Corporation of America.

GRAPEFRUIT

Consumer Purchases, by Regions



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1473-55 (8) AGRICULTURAL MARKETING SERVICE

Figure 10

Table 20.-- Grapefruit: Consumer purchases, United States and regions, by quarters, October-December 1953 to date

State of origin and period	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Florida												
October-December	2,654	2,284	1,218	923	744	789	541	461	106	69	45	42
January-March	4,130	4,312	1,948	1,635	1,233	1,696	748	799	155	124	46	58
April-June	2,808	2,609	1,301	1,118	780	839	523	500	158	86	46	66
July-September		316		164		73		70		1/		1/
Total		9,521		3,840		3,397		1,830		286		168
California-Arizona												
October-December	502	436	49	54	96	133	1/	1/	55	48	288	191
January-March	699	822	47	54	86	104	1/	1/	56	116	482	533
April-June	495	667	1/	1/	44	80	1/	1/	44	98	368	435
July-September		367		42		118		28		29		150
Total		2,292		185		435		72		291		1,309
All grapefruit 2/												
October-December	5,121	4,331	1,703	1,337	1,781	1,711	804	715	400	239	433	329
January-March	7,874	7,696	2,447	2,171	2,851	3,128	1,032	1,150	757	527	787	720
April-June	4,955	4,831	1,683	1,513	1,514	1,679	739	738	400	309	619	592
July-September		1,075		326		323		168		60		198
Total		17,933		5,347		6,841		2,771		1,135		1,839

1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

Table 21.-- Grapefruit: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

State of origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida												
October-December	80.9	84.2	88.5	94.7	79.2	76.5	66.3	73.2	87.9	90.4	109.9	123.3
January-March	78.0	75.9	83.5	85.9	77.8	72.4	64.6	61.4	84.3	82.7	102.6	112.5
April-June	91.7	85.2	97.8	93.6	90.2	83.0	74.8	67.9	100.1	92.5	131.0	120.6
July-September		103.4		114.8		112.5		77.9		1/		1/
California-Arizona												
October-December	74.8	75.8	96.3	97.8	84.4	84.2	1/	1/	61.6	63.2	73.0	72.0
January-March	73.0	67.5	93.2	90.0	73.6	79.9	1/	1/	60.3	58.2	73.3	67.0
April-June	84.2	70.3	1/	1/	86.8	88.0	1/	1/	73.4	55.1	85.0	70.6
July-September		102.2		134.5		115.0		127.2		112.7		85.5
All grapefruit 2/												
October-December	79.7	84.8	90.1	95.7	76.2	77.6	71.6	79.9	76.3	87.9	82.0	82.0
January-March	75.5	74.8	85.3	85.8	71.8	71.3	69.0	66.0	75.0	72.5	74.8	73.0
April-June	90.5	82.3	99.2	92.3	87.6	81.1	79.6	72.7	95.3	77.3	89.6	76.7
July-September		103.9		117.2		110.4		96.8		104.1		89.1
State of origin and period	Average size of purchase											
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida												
October-December	5.1	4.7	4.4	4.1	5.5	5.7	6.0	5.1	6.6	5.3	4.0	3.1
January-March	5.3	5.3	4.7	4.3	5.9	6.5	6.1	5.9	5.7	5.2	4.4	3.4
April-June	4.6	4.7	4.1	4.1	5.1	5.3	5.4	5.5	5.3	4.7	3.5	3.6
July-September		3.8		3.5		3.6		4.4		1/		1/
California-Arizona												
October-December	5.4	5.2	3.9	3.6	5.2	5.3	1/	1/	8.6	9.0	5.3	5.0
January-March	5.6	6.3	4.6	4.4	5.6	5.5	1/	1/	7.8	9.6	5.5	6.0
April-June	5.3	5.8	1/	1/	4.8	4.7	1/	1/	8.7	9.4	5.2	5.6
July-September		3.8		2.9		3.8		3.1		3.2		4.4
All grapefruit 2/												
October-December	5.1	4.6	4.2	3.9	5.6	5.4	5.5	4.7	6.1	5.1	4.6	4.5
January-March	5.5	5.3	4.5	4.3	6.1	6.2	5.6	5.5	6.5	5.9	5.5	5.4
April-June	4.7	4.8	4.0	4.1	5.0	5.2	5.0	5.1	5.3	5.3	4.9	5.1
July-September		3.7		3.4		3.7		3.9		3.6		4.2
State of origin and period	Purchases per 1,000 capita											
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida												
October-December	16.6	14.8	27.8	21.1	16.2	17.2	14.2	13.6	6.3	4.5	2.8	2.9
January-March	25.8	27.9	44.8	37.3	27.0	37.0	19.2	23.2	9.5	8.2	2.9	3.9
April-June	17.4	16.8	29.5	25.3	16.9	18.1	13.5	14.4	9.6	5.5	2.9	4.4
July-September		2.0		3.8		1.6		1.8		1/		1/
California-Arizona												
October-December	3.1	2.8	1.1	1.2	2.1	3.0	1/	1/	3.3	3.1	19.3	13.0
January-March	4.4	5.4	1.1	1.2	1.9	2.2	1/	1/	3.4	7.6	30.3	36.2
April-June	3.1	4.3	1/	1/	1.0	1.7	1/	1/	2.7	6.3	23.1	29.3
July-September		2.3		1.0		2.6		.7		1.7		9.5
All grapefruit 2/												
October-December	32.0	28.2	38.9	30.6	31.7	37.2	21.1	21.0	23.9	15.5	27.5	22.4
January-March	49.2	49.9	56.3	49.6	62.5	63.2	26.4	33.3	46.3	34.2	49.5	48.7
April-June	30.8	31.0	38.2	34.4	32.8	36.2	19.1	21.4	24.3	19.8	38.9	39.8
July-September		6.7		7.5		7.2		4.3		3.6		12.6

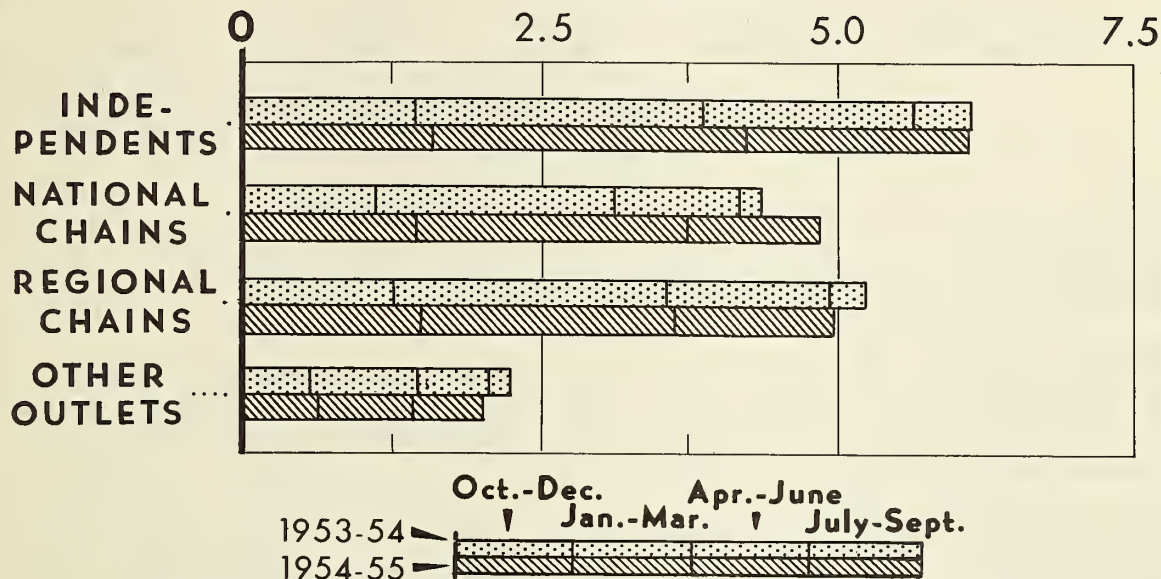
1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

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WHERE CONSUMERS BUY GRAPEFRUIT

MIL. BOXES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1474-55 (8) AGRICULTURAL MARKETING SERVICE

Figure 11

Table 22.-- Grapefruit: Consumer purchases by type of retail outlet, by quarters, October-December 1953 to date

State of origin and period	Independent groceries		National chains		Regional chains		All retail outlets ^{1/}	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida								
October-December	634	581	881	665	777	686	2,654	2,284
January-March	1,050	1,089	1,470	1,367	1,140	1,294	4,130	4,312
April-June	873	815	765	665	800	789	2,808	2,609
July-September		115		40		90		316
Total		2,600		2,737		2,859		9,521
California-Arizona								
October-December	174	181	125	82	151	83	502	436
January-March	232	320	167	175	243	201	699	822
April-June	197	275	97	150	152	152	495	667
July-September		157		80		96		367
Total		933		487		532		2,292
All grapefruit ^{2/}								
October-December	1,582	1,411	1,441	1,100	1,492	1,261	5,121	4,331
January-March	2,637	2,465	2,286	2,023	2,141	2,281	7,874	7,696
April-June	1,881	1,774	1,134	1,068	1,355	1,403	4,955	4,831
July-September		475		166		277		1,075
Total		6,125		4,357		5,222		17,933

^{1/} Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

^{2/} Includes Texas grapefruit and grapefruit not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

Table 23.-- Grapefruit: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

State of origin and period	Average price per dozen							
	Independent groceries		National chains		Regional chains		All retail outlets ^{1/}	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida								
October-December	86.4	91.9	77.0	80.7	82.9	83.2	80.9	84.2
January-March	83.7	83.9	72.6	72.5	81.8	75.8	78.0	75.9
April-June	91.4	88.3	90.3	83.0	97.2	88.0	91.7	85.2
July-September		106.5		104.2		107.2		103.4
California-Arizona								
October-December	82.6	87.7	72.0	82.0	74.6	77.9	74.8	75.8
January-March	80.2	75.7	71.4	67.8	69.9	65.9	73.0	67.5
April-June	87.4	79.7	91.1	70.8	85.7	67.7	84.2	70.3
July-September		104.3		115.2		99.8		102.2
All grapefruit ^{2/}								
October-December	84.1	90.8	77.9	83.2	79.5	83.6	79.7	84.8
January-March	78.5	81.1	72.9	73.7	76.0	73.6	75.5	74.8
April-June	90.9	85.5	91.7	82.6	95.2	83.2	90.5	82.3
July-September		105.7		112.3		105.8		103.9
	Average size of purchase							
	Units	Units	Units	Units	Units	Units	Units	Units
Florida								
October-December	4.8	4.1	5.4	4.8	4.5	4.5	5.1	4.7
January-March	4.8	4.6	5.8	5.5	4.8	5.0	5.3	5.3
April-June	4.5	4.4	4.9	4.6	4.1	4.6	4.6	4.7
July-September		3.8		3.6		3.3		3.8
California-Arizona								
October-December	4.9	4.8	5.9	4.3	4.7	4.5	5.4	5.2
January-March	5.2	5.4	6.2	6.1	5.2	5.6	5.6	6.3
April-June	5.3	5.2	5.4	6.0	4.4	5.1	5.3	5.8
July-September		3.6		3.9		3.6		3.8
All grapefruit ^{2/}								
October-December	4.8	4.3	5.2	4.6	4.7	4.4	5.1	4.6
January-March	5.3	4.8	5.8	5.3	5.1	5.1	5.5	5.3
April-June	4.7	4.6	4.8	4.6	4.2	4.7	4.7	4.8
July-September		3.7		3.5		3.5		3.7

^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

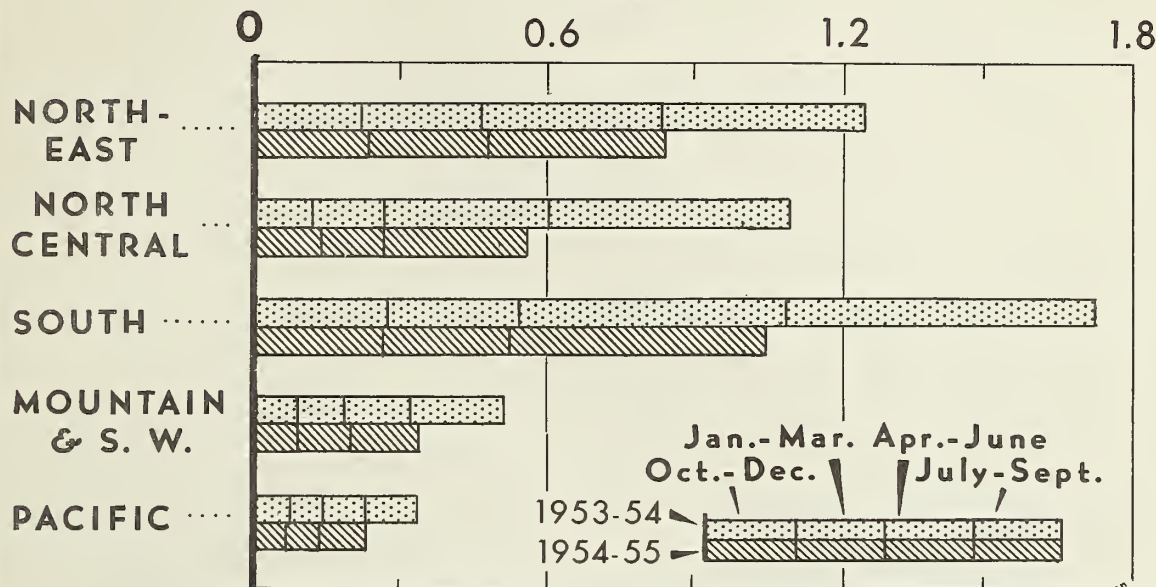
^{2/} Includes Texas grapefruit and grapefruit not identified as to origin.

National Consumer Panel of Market Research Corporation of America.

LEMONS

Consumer Purchases, by Regions

MIL. BOXES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1475-55 (8) AGRICULTURAL MARKETING SERVICE

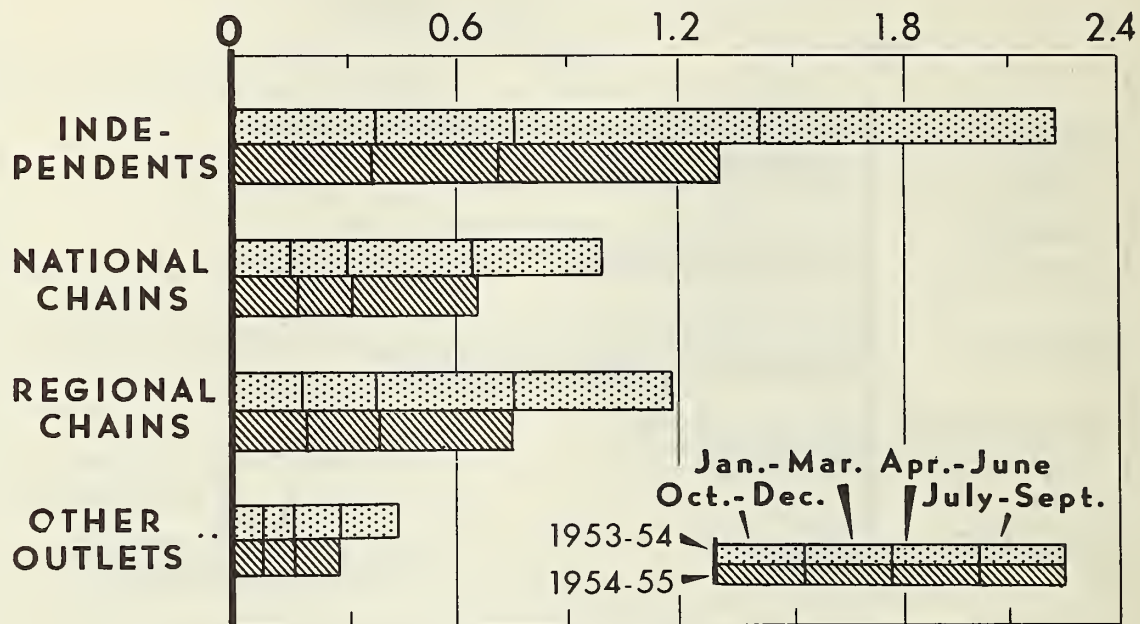
Figure 12

Table 24.-- Lemons: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1953 to date

Period	Consumer purchases						Average price per dozen					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Cents	Cents
1953-54												
October-December	774	219	121	274	89	71	46.6	53.3	56.4	39.5	44.3	45.0
January-March	817	245	143	267	95	67	46.4	52.9	55.8	38.2	44.2	45.2
April-June	1,487	373	338	546	140	90	43.8	49.8	51.8	36.7	42.4	42.4
July-September	1,765	406	419	639	193	108	42.7	49.2	47.2	37.3	43.5	42.9
Total	4,843	1,243	1,021	1,726	517	336						
1954-55												
October-December	785	231	136	266	89	63	45.6	52.5	56.8	38.3	44.2	45.4
January-March	798	240	128	255	106	69	44.2	51.1	55.5	37.2	42.4	42.9
April-June	1,414	369	293	518	141	93	41.1	48.0	47.9	34.7	41.1	41.3
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Units	Units	Units	Units	Units	Units	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
	Units	Units	Units	Units	Units	Units	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
1953-54												
October-December	5.9	4.8	5.0	7.5	6.4	5.7	5.0	5.0	2.6	8.0	5.8	4.8
January-March	5.6	4.7	4.6	7.1	5.9	5.4	5.3	5.7	3.1	7.8	6.1	4.6
April-June	6.8	5.5	6.4	8.3	6.6	6.4	9.6	8.4	7.3	15.8	9.0	6.1
July-September	7.4	5.9	7.6	8.6	7.1	6.4	11.1	9.3	9.3	16.9	11.5	6.8
1954-55												
October-December	6.1	4.9	5.1	7.9	6.4	5.2	4.9	5.3	2.9	7.0	5.3	4.0
January-March	6.1	4.9	4.9	7.8	6.6	5.6	5.0	5.5	2.8	6.5	6.5	4.3
April-June	7.2	5.8	6.9	8.7	7.0	6.5	8.8	8.4	6.3	13.3	8.6	5.8
July-September												

WHERE CONSUMERS BUY LEMONS

MIL. BOXES



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1476-55 (8) AGRICULTURAL MARKETING SERVICE

Figure 13

Table 25.-- Lemons: Consumer purchases, average price paid, average size of purchase, United States by type of retail outlet, by quarters, October-December 1953 to date

Period	Consumer purchases				Average price per dozen				Average size of purchase			
	Independ-	National	Regional	All	Independ-	National	Regional	All	Independ-	National	Regional	All
	dent	chains	chains	retail	dent	chains	chains	retail	dent	chains	chains	retail
	groceries:			outlets	groceries:			outlets	groceries:			outlets
	1/			1/				1/				1/
	1,000	1,000	1,000	1,000	Cents	Cents	Cents	Cents	Units	Units	Units	Units
	boxes	boxes	boxes	boxes								
1953-54												
October-December	376	147	177	774	45.5	48.9	48.2	46.6	6.2	5.3	5.9	5.9
January-March	379	162	196	817	45.4	47.7	48.6	46.4	5.8	5.2	5.4	5.6
April-June	660	325	378	1,487	43.7	44.5	44.3	43.8	6.9	6.5	6.7	6.8
July-September	820	361	432	1,765	42.7	43.1	43.5	42.7	7.5	7.1	7.2	7.4
Total	2,235	995	1,183	4,843								
1954-55												
October-December	366	155	189	785	45.0	47.3	48.3	45.6	6.2	5.7	5.8	6.1
January-March	351	164	195	798	44.4	44.5	46.1	44.2	6.0	5.9	6.1	6.1
April-June	593	337	368	1,414	41.7	40.6	41.0	41.1	7.1	7.4	7.2	7.2
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

National Consumer Panel of Market Research Corporation of America.